Bargain Hunt



EAE Learning objectives for this lesson

Practice using giving your opinion, using phrasal verbs and structuring your ideas.
Learn and practice new phrasal verbs and expressions linked to the theme of special offers.



Activity One - **Discussion** - ask and answer with your teacher

1. Do you actively seek a good deal when you are out shopping?
2. Do you look for low price or high quality?
3. Do you ever try to bargain? Is it worth the time?
4. Do you shop online and if so, do you look for special offers?
5. Do you trust the sales, ie do you think that real bargains are to be had?

Activity Two - **Word cloud.** Read the words aloud and then try to use them in a sentence. Which are new? Which are more familiar? (Try to prepare this activity at home before the lesson).

A bargain	***good value for money***	***on sale***
to hunt for a bargain	***cheap***	***the sales***
a special offer	***pricey***	***cut price***
BOGOF	***a rip off***	***slash the prices***
on special offer	***on offer***	***a voucher***
great value	***a promotional offer***	***a good deal***

Activity Three - Phrasal verbs sentence starters… **Finish off** the sentences below:

1. People **count on** finding good deals in the store and….
2. When customers **find out** that there is a special offer on…
3. We are **giving up** on vouchers because…
4. If we **keep on** trying to outdo our competitors with more and more promotio
5. You should really **look out for** false bargains because…
6. We can **show off** the value of our products by…
7. We need to **work out** a way of…
8. We need to **wake up to** the reality of…



Activity Four - **Giving your opinion**

Use the expressions below, and short sentences, to give your opinion on the following sentences: There are too many special offers in retail and so stores have lost their credibility. Customers don't trust the true prices.

Basically	**Obviously**	**I feel that**	**From our**
Ultimately	**It seems to me that**	**In all honesty…**	**perspective**
Essentially	**I would say that**	**In my opinion**	**The way we see it**
Actually	**It seems clear that**	**In my experience**	
Clearly	**It's obvious that**		

Activity Five - **Text**, read aloud paying attention to your intonation and stress, pitch and word stress. (Do you remember what all of those terms mean? Tell your teacher first). Do you agree with the views expressed in the short text? *(On the next page…)*

We all look out for a bargain when we are shopping. It's natural to want to get a good deal. But some people take it to a whole other level by researching the best possible deal on line and spending hours on it! Personally I don't think it's worth the time. I know people who save every voucher and coupon they can get and almost make it their full time job to get discounts! In my opinion some retailers make themselves ridiculous and destroy their credibility by constantly offering discounts and sale prices. In the end there is always a promotion or a special offer and so you feel like you are being cheated when there is nothing offered. I would rather have confidence in the 'real' price of an item and feel that I was buying it at an honest price. I also need to trust in the quality of the product and if the prices have been slashed numerous times I have to ask questions about that.

Activity Six - **Dialogues** with your teacher… Read the beginning of the dialogue and then continue with the situation and see how it develops…

John - So shall we go to IKEA to look at the sofas this weekend.
Sue - Well no actually there is a special offer on over at Sofa King, starting Saturday, I'd rather go there if you don't mind.
John - Well Sue it's kind of old-fashioned there isn't it?
Sue - I don't know, they are sofa specialists, and IKEA hasn't got any really good deals on at the moment as far as I know. In fact I haven't seen any promotions there for a while…

Frank - I don't care what you say, I'm not going to IKEA again this weekend. I hate it there!
Sarah - Oh but I really wanted to choose the kitchen, you promised!
Frank - Why do we have to go this weekend though? I wanted to have a rest, I'm exhausted!
Sarah - Well they are offering vouchers, for every 10 dollars you spend you get 1 dollar off!

Activity Seven - **IKEA low price every day.**
Using the following linking words explain to your teacher what the concept of low price every day is about. Answer the questions below with short sentences, intonation and giving your opinion:

1. How does it affect the perception of quality?
2. Is it a good idea to propose special offers, vouchers and promotions when you are supposed to be the leader in low price and democratic design?
3. What kind of special offers or promotions can IKEA offer to their customers without undermining the good value all year long image of the store?
4. What other call to action can you offer to bring new visitors to the store if you don't offer special prices or vouchers?
5. How do special offer promotions put pressure on the running of a store?
6. How do your competitors use promotional prices?
7. How does it affect the trust of their customers?
8. How can you compete without special offers?
9. What special offers are your competitors offering currently?
10. In conclusion - vouchers or no vouchers?

Activity Eight - **Do you agree with these quotations?**





